

Status of the Claims:

1. (currently amended) A price label display [An end cap] apparatus for use with a product display structure, the price label display apparatus comprising:

an [elongate] base member comprising:

a support member having a front side and an opposite rear side, and

at least one bracket attached to the support member to allow the [elongate] base member to be attached to a product display structure, the bracket comprising a first section that is attached to the support member and a second section attached and angulated with respect to the first section, the first section having a top side and opposite bottom side, the second section being angulated with respect to the first section by a first predetermined angle, the support member being angulated with respect to the first section by a second predetermined angle that is measured between the plane within which the support member lies and the top side of the first section of the bracket; and

~~a price label containment member secured to the support member of the elongate base member for displaying a price label attached to the front side of the support member.~~

2. (currently amended) The [end cap] price label display apparatus according to claim 1 wherein the [elongate] base member has a length and wherein the price label containment member extends for substantially the entire length of the [elongate] base member.

3. (cancelled)

4. (cancelled)

5. (cancelled)

6. (currently amended) The [end cap] price label display apparatus according to claim 1 wherein the price label containment member comprises a rear wall, and opposing longitudinally extending flanged end portions that define a channel for receiving a price label.

7. (currently amended) The [end cap] price label display apparatus according to claim 6 wherein the opposing

longitudinally extending flanged end portions are generally perpendicular to the rear wall.

8. (currently amended) The [end cap] price label display apparatus according to claim 6 wherein each longitudinally extending flanged end portion defines an inwardly extending lip, the lips preventing a price label from being dislodged from the channel.

9. (currently amended) The [end cap] price label display apparatus according to claim 8 further comprising a flexible, resilient price card holder secured to price label containment member, the price card holder having a front side for displaying a price label, a rear side, and a pair of projecting members extending from the rear portion, each projecting member engaging a corresponding lengthwise flanged end portion and lip of the channel to prevent the price card holder from being dislodged from the price label containment member.

10. (cancelled)

11. (currently amended) The [end cap] price label display apparatus according to claim 2 wherein the [elongate] base member has a pair of ends, and the price label containment member has a pair of ends, each end of the price label containment member

corresponding to one of the ends of the [elongate] base member, the price label display [end cap] apparatus further comprising a pair of guards, each guard being attached to one of the ends of the [elongate] base member.

12. (currently amended) The [end cap] price label display apparatus according to claim 11 wherein each guard is adjacent to a corresponding end of the price label containment member.

13. (currently amended) The [end cap] price label display apparatus according to claim 3 wherein the price label containment member is removably attached to the front side of the support member.

14. (currently amended) The [end cap] price label display apparatus according to claim 3 wherein the price label containment member is adhered to the front side of the support member.

15. (currently amended) The [end cap] price label display apparatus according to claim 1 wherein [elongate] base member is fabricated from a material that allows the [elongate] base member to be flexible and resilient.

16. (currently amended) The [end cap] price label display apparatus according to claim 1 wherein the at least one bracket comprises a pair of brackets.

17. (cancelled)

18. (cancelled)

19. (cancelled)

20. (cancelled)

21. (new) The price label display apparatus according to claim 1 wherein the price label containment member is configured to allow an electronic shelf label to be removably connected thereto.

22. (new) The price label display apparatus according to claim 1 wherein the price label containment member is configured to allow an electronic price label to be removably connected thereto.

23. (new) The price label display apparatus according to claim 1 wherein the first predetermined angle is between about 80° and 100°.

24. (new) The price label display apparatus according to claim 1 wherein the second predetermined angle is between about 30° and 45°.

25. (new) A price label display apparatus that can be removably connected to a product display structure, the price label support apparatus comprising:

a flexible, elongate base member comprising:

a generally planar support section having a front side and an opposite rear side, and

at least one bracket attached to the generally planar support section, the at least one bracket comprising a first section that is attached to the generally planar support section, the first section having a top side and an opposite bottom side, the bracket further comprising a second section attached to the first section, the generally planar support section being angulated with respect to the first section by an angle that is measured between the top side of the first section and the plane within which the generally planar support section lies, the angle being between 30° and 45°, the second section being generally perpendicular

to the first section;

means for attaching the at least one bracket to the product display structure;

a price label containment member attached to the front side of the generally planar support section and configured to allow a price label to be removably attached thereto; and

wherein the angulation of the generally planar support section with respect to the top side of the first section orients the price label containment member so that a consumer can easily view a price label when such a price label is attached to the price label containment member and the bracket is connected to the product display structure.

26. (new) A price label display apparatus that can be removably connected to a product display structure having a horizontal portion and/or vertical portion, the price label display apparatus comprising:

a flexible, elongate base member comprising:

a generally planar support section having a front side and an opposite rear side, and

at least one bracket attached to the generally planar support section, the at least one bracket comprising a first section that is attached to the generally planar support section, the first section having a top side and an opposite bottom side, the bracket further comprising a second section attached to the first section, the generally planar support section being angulated with respect to the first section by an angle that is measured between the top side of the first section and the plane within which the generally planar support section lies, the angle being between 30° and 45°, the second section being generally perpendicular to the first section;

wherein the bracket is configured so that it can be attached to either or both of a horizontal portion and vertical portion of a product display structure such that the first section of the bracket is attached to the horizontal portion of the product display structure and/or the second section of the bracket is attached to the vertical portion of the product display structure;

a price label containment member attached to the front side of the generally planar support section and configured to allow a price label to be removably connected thereto; and

wherein the angulation of the generally planar support section with respect to the top side of the first section of the bracket orients the price label containment member so that a consumer can easily view a price label when such a price label is connected to the price label containment member and the bracket is connected the product display structure.